

FOR IMMEDIATE RELEASE



Local Entrepreneur Expands Territory to Help Drive Opening Sales

Fitness Together® Provides Private One-on-One and Small Group Personal Training

VIRGINIA (December 2014) – Local entrepreneur Benjie Moser is taking over the [Fitness Together®](#) territory in Virginia as an Area Director, adding to his two other regions in Massachusetts and New Hampshire. The Virginia territory is home to nine studios that provides clients with one-on-one and small group personal fitness training.

Prior to becoming an Area Director for Fitness Together, Moser worked as a personal trainer for five years serving 14 clients a day—giving him an edge in an industry that strives to provide studio excellence for all clients on each and every visit. In 2001, Moser opened his first Fitness Together® studio in Bethesda, Maryland that he owned for six and a half years before selling it as one of the top revenue locations system-wide for Fitness Together®.

“I’m looking forward to growing the Virginia territory through better performance and growth by focusing on studio excellence and new openings,” said Benjie Moser, Area Director of Fitness Together® in Virginia. “My plan is to work with what already exists at each of the locations and grow it exponentially to reflect the quality of fitness expertise that Fitness Together® represents.”

Fitness Together® trainers work closely with each client to develop a personalized program that meets the client’s fitness needs and agrees with their budget. This includes strength and cardio training in addition to nutrition counseling and a level of accountability and coaching not found with other programs. The small group personal training, called PACK®, is a semi-private option at Fitness Together® that offers a highly personalized approach for groups of two to four people, much different from large group training classes at big box gyms.

The one-on-one and PACK® training options at Fitness Together® include three proprietary programs. ASPIRE8SM is a custom fitness program based on scientific research that takes clients through eight progressive phases over the course of one year. Nutrition Together® by Dr. Janet Brill was created exclusively for Fitness Together® and teaches clients how to eat healthy, eat light, and eat often. Finally, Cardio TogetherSM is a unique cardiovascular program that works hand-in-hand with ASPIRE8SM to extend the proven results of personal training.

For more information about the Fitness Together® locations in Virginia or the other territories Moser oversees please visit <http://www.fitnessstogether.com/>

About Fitness Together®

Fitness Together® is part of Highlands Ranch, Colorado-based WellBiz Brands, Inc., one of the largest health and wellness franchise organizations in the United States. The company owns Fitness Together Franchise Corporation (Fitness Together®), which franchises one-on-one and small group personal training studios, and Elements Therapeutic Massage, Inc. (Elements Massage™), which franchises Elements Massage™ studios, providing custom therapeutic massage to meet clients' individual needs.

Fitness Together® began franchising in 1996 and currently has approximately 200 locations across the United States. Elements Massage™ began franchising in 2006 and has more than 180 locations across the United States. If you would like more information about Fitness Together® franchise opportunities, please call 877.663.0880. If you would like more information about Elements Massage™ franchise opportunities, please visit <http://www.elementsfranchise.com>.

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